

J. J. COLE REPORTS YEAR OF PROGRESS

His Company Now Sells Cars
All Over the World.

By J. J. COLE,

President Cole Motor Car Company.
Having just emerged from perhaps the most notable epoch of reconstruction in the industrial life of our nation, American business stands on the threshold of an era which is destined to apply the acid test to whatever we may have achieved.

Keyed to a pitch of excited enthusiasm, eager in our national pride to prove our ability to carry to a successful and speedy close the great undertaking on which we embarked with our allies overseas, American industry threw itself heart and soul into the task of winning the war.

The zeal displayed on every hand was inspiring. Then suddenly the entire panorama changed. From war we were fairly catapulted into peace. We found ourselves back shifting for ourselves—left to our own resources.

Since November 11, 1918, America's industrial achievements have been Brougham. And rearing over the rest the motor car industry stands as a huge Cyclops—a monument to the ability, the integrity, the vitality of those who have been responsible for its strides since the war ended.

Had the automobile industry simply been compelled to return to its pre-war normal basis the task would have been gigantic enough, considering how badly it was disrupted in its efforts to sacrifice its personal interests for the greater national good. But it has been forced to do more than that.

Immediately the American people found the shackles of restraint removed by the cessation of hostilities a demand which had been damming itself up for a year and a half burst like a flood upon the motor car industry.

The cry for motor cars was heard on every hand. Each day the demand became more compelling. A new class of buyers had been created for some cars. Others who had done without new cars while the war was on wanted to buy, and buy at once.

Realizing that with an imminent shortage of cars it was a case of first come first served, the motor buying public permitted no grass to grow under its feet in its effort to secure automobiles.

With such a demand at its back and call, with a public more easy to satisfy than ever before because it had done without so long that it was excited to take what it could get, the motor car industry proved its true worth by the attitude it assumed toward production.

Instead of simply going back where it had left off and building cars of the same type it had been producing prior to the war the motor car manufacturers of America leaped boldly across the chasm of time that had elapsed, took advantage of every development which the intensive research during the war had evolved and gave to the American motoring public a new type of automobile—cars which embodied the advance-



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ments which war engineering had produced.

How much this added to the task there is no way of calculating. But it was accomplished, and American automobile manufacturers now have the satisfaction of knowing that they kept their faith with the public—that they progressed despite every handicap, and that they have not only reestablished themselves in business but have not lost a minute in progress. In fact, they have taken bigger strides than ever before and their contributions to industrial science during the recent period of reconstruction have been greater than those which characterized any previous effort.

For ourselves, we have done all in our power to keep faith with our clientele. That the public has appreciated our efforts is best shown by the increased demand which we have experienced.

From a maximum production of about 3,500 cars a year prior to the war we enlarged our programme to 6,500 cars for 1919, and even then were able to supply only a fraction of the number of cars actually ordered.

We are now adding materially to our factory and equipment—more than doubling our factory facilities—and in 1920 will produce as a minimum 12,000 cars. To this number we will add just as quickly as we can.

Our distributor and dealer organization has responded nobly. From foreign markets we have experienced a demand for cars that has exceeded our fondest expectations.

In the last eighteen months we have woven a web that encompasses the globe. Our sales fabric is more complete than ever before. We now are proud to be able to say that there is not a country where cars are sold with the exception of Germany and Russia that does not have a Cole distributor and there is hardly a city of consequence in the Western Hemisphere where Cole cars are not found in goodly numbers.

We anticipate still greater progress during the coming twelve months. We are extremely enthusiastic. Our distributors and dealers have inspired us with their enthusiasm, just as the owners of Cole cars have inspired them.

CLEVELAND SIX IS OF PROVED WORTH

Tested Three Years Under All
Sorts of Road Con-
ditions.

Embodied in the Cleveland Light Six, which makes its official debut at the New York Automobile Show in the space allotted to the Buick Motor Car Company, are beauty of design, power, upkeep economy and easy riding qualities which won for this car instantaneous popularity when it first appeared six months ago.

While the Cleveland seems new to the public it is not a new, untried car. The Cleveland Light Six was ready for production three years ago, but the world war interfered and the car was not offered to the public.

Instead, the car was placed in the hands of capable engineers and tested and observed in every detail for three years. Wherever a refinement could be made it was done, with the result that in the finished car as now presented the makers have a car of beauty, power and economy, which they claim will dominate the light car field.

Before the plant of the Cleveland Automobile Company in Cleveland had been finished an unprecedented demand for the new car made necessary an extension of production facilities. An addition to the plant 200x50 and four stories high has just been completed, giving the Cleveland factory a production of 150 cars a day. The plant now is 1,000 feet by 80 feet and four stories high, located on a 19 acre tract on the Nickel Plate Railroad main line.

This factory is equipped in every department with the most efficient machinery and methods known to modern engineering. Every departmental head has been chosen from the most skillful engineers and mechanics known to the motor car industry.

A powerful dealer organization has been established and is keeping the demand for the Cleveland far ahead of production despite the best efforts of the factory to maintain quantity production. As rapidly as cars have been finished they have been turned over to these dealers, who have vied with each other in efforts to give the Cleveland the severest test.

One dealer drove his demonstrator from the factory to Fresno, Cal., over desert and mountains. Another took his Cleveland to one of the highest points in the Sierras. Others did all sorts of hill climbing and had road defying stunts. In all of these tests the Cleveland proved a wonderful success beyond the dreams of its most optimistic exponents.

Because of its exclusive features, power, efficiency, flexibility, beauty of design and comfortable riding qualities, the new Cleveland Six takes a most conspicuous place in the light car field.

The finished car is the product of the master minds of a group of men who have been identified with motor car building since the inception of the industry.

These men, chief executives of the Cleveland Automobile Company, are: J. V. Whitbeck, president; Sid Black,

vice-president and sales manager; J. I. Krall, secretary-treasurer; F. C. Chandler, chairman of the board of directors, and Samuel Regar, chairman of the finance committee.

The Cleveland motor is of exclusive pattern—it will be found in no other automobile and it is the result of three years of careful study by these men who know the internal combustion engine. The motor was refined and completed while in successful operation on a number of test cars—not merely factory block tests. This motor has six cylinders of the valve in head type, with 3 inch bore and 4½ inch stroke. The cylinders are cast in block separate from the crank case, with detachable cylinder head. The valve mechanism is completely enclosed.

ENSEN EASE OF RIDING.

It has long since been proved that the weight of a car has little to do with its riding qualities. This is shown in the Ensen, which, although it weighs only a ton, has a ride which has aroused much comment because of its ability to smooth out the roughest roads. This facility is due to its carefully designed springs and perfect balance of the car itself. The spring eyes are fitted with bronze bushings and are adjustable to take up wear.

HAYNES ADDS TO ITS LINE.

Brougham and Suburban Are Two New Creations.

The new series five passenger Haynes brougham and seven passenger suburban are the names of two new types of closed cars which the Haynes Automobile Company, Kokomo, Ind., is introducing. These new cars are distinctly different from anything which the Haynes company has produced in the twenty-six years of its automobile manufacturing history and seem destined to create something of a sensation in the automobile world during 1920.

The new Haynes coupe is a distinctive design to fill a particular and long felt need of discriminating motorists. The brougham holds the same position among closed cars that the four door roadster maintains in the open car class. It is the sociable car of the closed car types. The five passengers, because of the seating arrangement, are grouped comfortably and conveniently in a way to promote companionship and

congeniality.

To carry out the principle of utility which is so essential during the year 1920 the driver's seat is upholstered in high grade leather. The other seats, as well as the remainder of the interior, are finished in an extremely durable and rich looking woolen cloth. Mahogany vanity and smoking cases, dome light of exquisite design and a Perfection heater for the winter months set off the interior in proper style and lend to it an atmosphere of rare distinction.

The new series seven passenger suburban is radically different from other closed car styles. It is a unique combination of the single and double compartment closed car so much desired by people whose uses of the automobile include a chauffeur driven conveyance as well as one that can be appropriately driven by any member of the family.

The transformation from the single compartment, all family style of enclosed car to the more formal limousine type is brought about by the manipulation of a small crank regulator on the back of the front seat. This raises a large glass partition into place and effectively separates the two compartments.

FINE PEERLESS EXHIBIT.

Various Models Have Most Attractive Coloring Throughout.

The Peerless exhibit, occupying a prominent position on the main floor of the Palace, includes typical examples of the excellence and perfection of Peerless workmanship in both the open and enclosed types.

Owing to the limited space at the Palace it is impossible to display all of the beautiful color combinations and special upholstery available in Peerless cars as well as cars finished in standard colors and trimmings, consequently the Van Cortlandt, Vehicle Corporation, Peerless metropolitan distributors, have several attractive jobs which could not be shown at the Palace on display in their salesroom at 1396 Broadway.

In the open types are shown a standard seven passenger touring car finished in Peerless green, and the new roadster

—a four door four seater—finished in light cobalt blue with running gear in vermilion.

Of the closed types, the coupe—a smart four passenger job—is finished in Peerless blue with black top and black running gear. It is upholstered with velvet in Colonial buff.

The sedan and sedan-limousine are similar except that the limousine type is arranged as a chauffeur driven job by the addition of an upholstered removable glass partition between the driving and tonneau compartments. The sedan is finished in lake and the sedan-limousine in gray.

The year's improvement in Peerless body design is noticeable chiefly in the heightened radiator and in more graceful handling of the lines at the cowl and improved fender design.

COWL VENTILATOR HANDY.

One of the most popular Essex features is a cowl ventilator, easily operated from the dash, which regulates the temperature in the front compartment. This eliminates the necessity of bringing open the doors on hot summer days to allow the heat of the engine to escape and thus adds to the comfort of any one in the front seat.

Announcing
the

NASH FOUR



With the Famous Nash
Perfected Valve-in-Head Motor

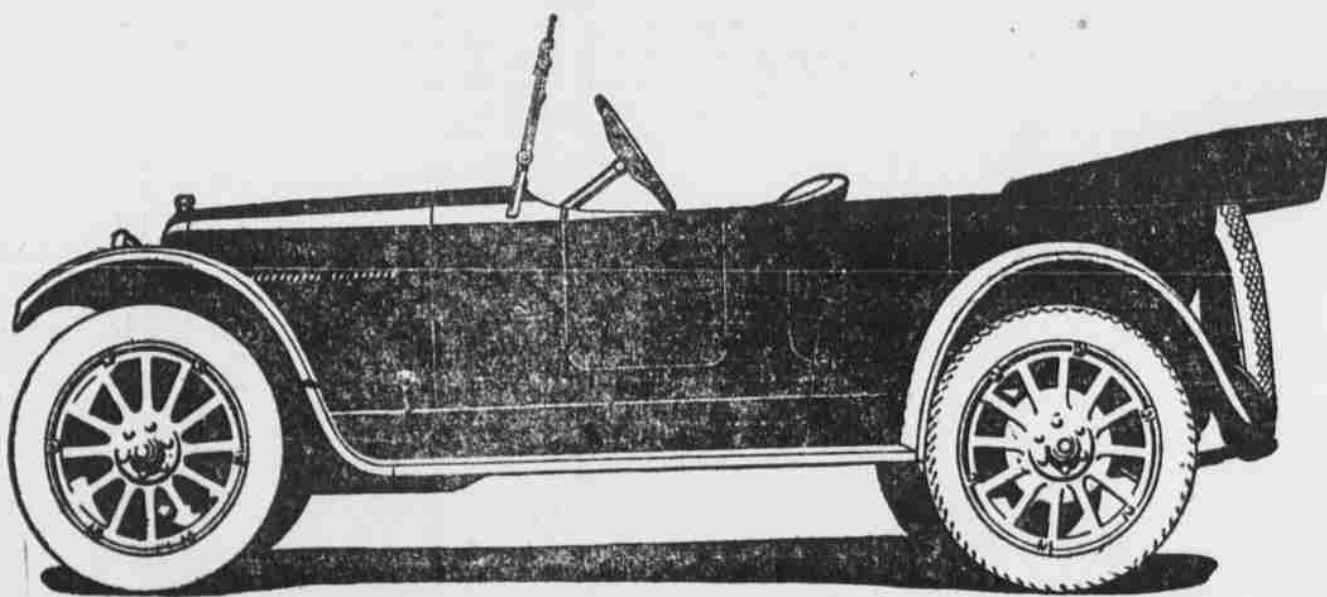
It is the finished result of years of planning, designing, testing and perfecting.

It is a worthy companion to the Nash Six and is distinguished by the same marked characteristics of beauty, power, comfort and economy.

This new quality Four will be produced at a price made possible by volume production in a second great Nash factory now building at Milwaukee.

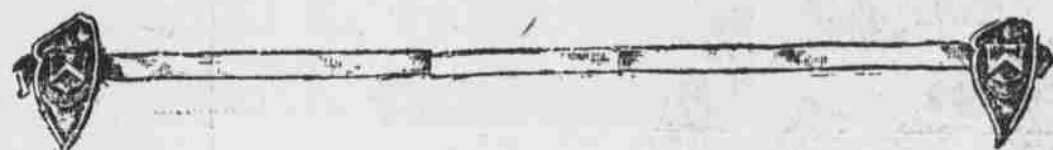
It will be available to buyers this coming Summer.

The Nash Motors Company, Kenosha, Wisconsin
Warren Nash Motor Corporation
Broadway, near 64th Street



NASH MOTORS

Nash passenger cars, including the new Nash Four, are on exhibition at the Automobile Show, Space A3. Nash trucks are being exhibited at the Truck Show, Eighth Artillery Corps Armory, 193rd Street and Jerome Avenue



Stearns
1920



SPACE B-26

AT GRAND
CENTRAL
PALACE

TAKE an inventory of your motor car ideals. List the essentials your car must have. Then make a critical examination of the Stearns 1920 and note how closely it conforms to the specifications you have determined upon.

In the making, each car is a separate unit. They are built in limited quantities to satisfy critical motorists. Therefore you should see and test the Stearns. Demonstrations can be arranged to suit your convenience.

F. B. STEARNS CO., of N. Y.
Central Park West, Corner of 61st Street
Phone Columbia 7600 New York City

